

# (Jesse) Yunfei Yao

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## EDUCATION

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**University of California, Berkeley**, Ph.D. Marketing, 2022 (expected).

Advisors: J. Miguel Villas-Boas, Brett Green

Committee members: David Ahn, Ganesh Iyer, Zsolt Katona

**University of Michigan**, B.S. Mathematics, B.S. Statistics, 2017

**Peking University**, Major in Mathematics, 2012 - 2015

## RESEARCH INTERESTS

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◦ Competitive Strategy

◦ Incentives, Information, and Contracts

◦ Continuous-time Dynamics

## WORKING PAPERS

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??? (with *Brett Green*)

## INDUSTRY EXPERIENCE

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SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## COMPUTER SKILLS

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R, Stan, Matlab, SAS, and LaTeX

## SELECTED GRADUATE COURSEWORK

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### *Marketing:*

Marketing Strategy

Discrete Choice Model

Choice Theory and Modeling

Structural Models\*

Bayesian Modeling\*

Judgment and Decision Making

J. Miguel Villas-Boas

Przemek Jeziorski

Fred Feinberg

Puneet Manchanda

Anocha Aribarg

Ellen Evers

### *Economics:*

Microeconomic Theory I

Microeconomic Theory II

Macroeconomic Theory I

Decision Theory

Game Theory

Game Theory

Mechanism Design

Contracts, Information, and Incentives

Theory and Practice of Auction Market Design\*

Continuous-time Methods in Economics

Continuous-time Asset Pricing Theory

Corporate Finance Theory

David Ahn

Haluk Ergin

Andrés Rodríguez-Clare, Pierre-Olivier Gourinchas

David Ahn

Gabriel Carroll

Yuichiro Kamada

Philipp Strack

Ilya Segal

Paul Milgrom, Michael Ostrovsky

Yuliy Sannikov

Richard Stanton

Brett Green, Dmitry Livdan

Industrial Organization (theory)  
Industrial Organization (empirical)  
Psychology and Economics (theory)\*

Joseph Farrell  
Kei Kawai  
Dmitry Taubinsky

*Econometrics, Statistics, OR, and CS*

Econometrics I  
Econometrics II  
Machine Learning  
Statistical Inference  
Linear Model  
MCMC  
Linear Programming  
Probability Theory  
Stochastic Processes

Michael Jansson, Bryan Graham  
Demian Pouzo, James Powell  
Jacob Abernethy  
Ya'acov Ritov  
Ya'acov Ritov  
Yves Atchade  
Jon Lee  
Robert Keener  
William Wen

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## References

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- **David Ahn**

Professor of Economics, Department of Economics, UC Berkeley  
(510) 642-2787, [dahn@econ.berkeley.edu](mailto:dahn@econ.berkeley.edu)

- **Brett Green** (co-chair)

Associate Professor of Finance, Haas School of Business, UC Berkeley  
(510) 643-1421, [greenb@berkeley.edu](mailto:greenb@berkeley.edu)

- **Ganesh Iyer**

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- **J. Miguel Villas-Boas** (chair)

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